

## **Communicate Knowledge Performance Targets and Indicators**

### **Target 1CK1: Convey information about, and knowledge generated by NASA's programs, to the public**

- Support no less than 800 portable exhibit loans and send portable exhibits to a minimum of 175 targeted events per year. Some of the NASA Centers have Internet sites that provide information about their exhibit loan programs. By the end of FY 01 all of the Centers will have this on-line resource.
- Track public attendance and participation in NASA's Fine Arts Program increasing viewership by 10 percent per year of NASA art and by reaching 40 states by the end of FY 2001.
- Increase the baseline for live satellite interview programs to no less than 15 live shots per month (on average), by facilitating astronauts, program managers and other Agency officials for live satellite interviews via NASA Television.
- Increase the NASA-sponsored, funded, and/or generated report documents for the scientific community and public to 14,059.
- Increase the nontraditional NASA-sponsored scientific and technical information through the NASA Image Exchange (NIX) digital image database to more than 550,000 in FY01.
- Produce 10 new historical publications chronicling and placing NASA's activities and achievements in perspective for the American public.

### **Target 1CK2: Assist the public and customers to locate and retrieve information on, or that has been generated by, a NASA program**

- Provide the public with quick service by assisting 98% of customers who use the Scientific Technical Information and the NASA Image Exchange Help Desks within a specific turnaround period of 3 days. (1CK2a)
- Make the NASA web pages as accessible to the public as possible. The goal is to increase the number of searched pages by 5 percent per year. (1CK2b)
- Increase the capacity of NASA's Home Page to meet public demand. The goal is to continue to provide for a 5 percent per year increase in download demand. 834,700 web pages were downloaded weekly in 1999.

### **Target 1CK3: Facilitate the transfer of NASA generated technology and innovations to private industry**

- Increase new opportunities to transfer technology developed at NASA to private industry to 20,100. Opportunities will be made available to the public through the NASA TechTracs database and will be accessible through the internet.
- Produce two industry-specific editions of *Aerospace Technology Innovations* publication in FY 2001.
- Provide publications that will communicate NASA technologies available for commercial use or that have already been commercialized. Print subscriber/distribution metrics are; *Aerospace Technology Innovations*, - 12,500, *Spinoff* - 51,000, and *Tech Briefs* - 210,000.

**Target 1CK4: Support educational excellence and reach out to the underserved and underrepresented minority community**

- With the increased level of funding provided in the FY 2001 President's Budget, NASA will be able to maintain education program level with participant involvement of approximately 3 million teachers, faculty, and students in the education community.
- Ensure that the NASA education program is meeting customer's needs by maintain an "excellence" rating of at least 4.3 on a 5.0 scale, as rated by those customers.
- After a 2 year flat budget, the increased funding provided in the FY 2001 President's Budget will enable NASA to increase the number of sites that offer pre-college Science, Engineering, Mathematics, and Aeronautics Academy curriculum by 2 from FY 1999.
- Produce 3 refereed papers or book chapters for each \$100,000 of research funding provided through the Minority University Research & Education Program.